Electromagnetic Field **2022**

2022 Theme Style Guide

Electromagnetic
Field **2022**

This year's theme is '2022 Leagues Under the Sea'.

There are two contrasting sides to the theme: 'Glow' and 'Bright Water'.

'Glow' is inspired by bioluminescence and the depths of the oceans.

'Bright Water' is inspired by coral reefs and shallow waters.

A common colour palette, as well as shared graphical elements, unites the two schemes and gives a cohesive feel.

This year's logo depicts coral and seaweed climbing up the stem of the EMF logo, giving the impression of a long-forgotten object lying on the sea floor...

Electromagnetic Field **2022**

The 2022 logo has coral growing up the icon to the left of the text. 2022 is bolded and rendered in aqua. The logo should be used on a navy or black background (see 'Colour Palette' for colour codes).
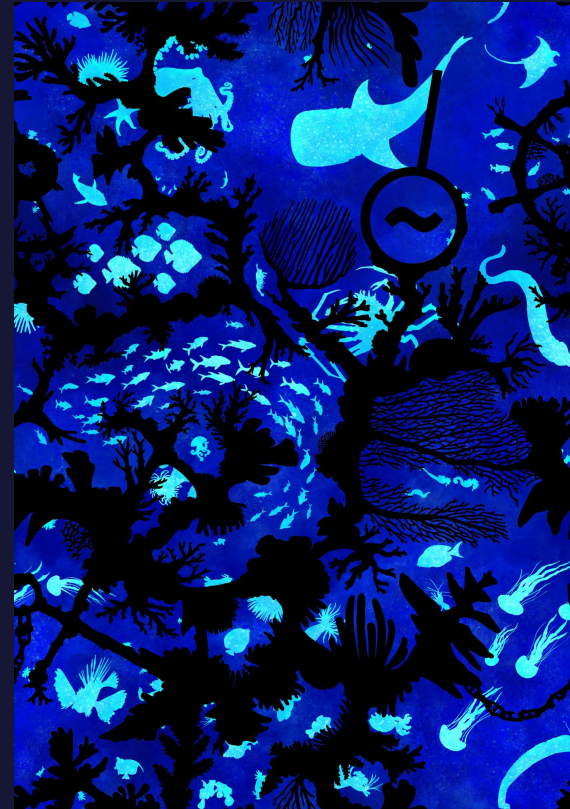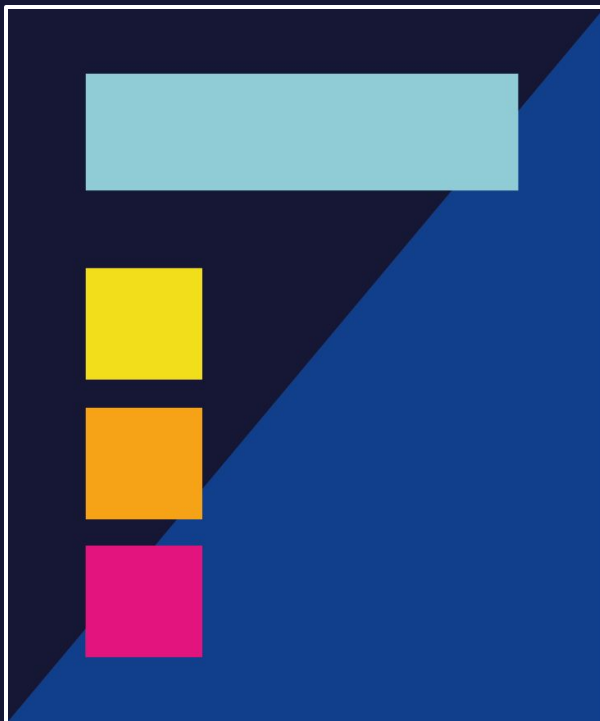
Electromagnetic Field **2022**

As per the core guidelines, use of the logo on a light background should be avoided. If required, a black version can be used with 2022 rendered in mid-blue.

Electromagnetic Field **2022**

'Glow' is inspired by bioluminescence and the deep ocean. Its colour palette is primarily navy and mid-blue, with highlights of cyan and yellow, orange and pink (giving the impression of glowing bioluminescence).

Electromagnetic Field **2022**

'Bright Waters' is a brighter theme inspired by shallow waters and coral reefs. It uses cyan and mid-blue as its main colours, with navy as a highlight. The same shades of yellow, orange and pink also act as secondary highlight colours.

Electromagnetic Field 2022

There are six colours in the theme's palette: three shades of blue along with shades of neon yellow, pink and orange as secondary highlights. Both aspects of the theme use the same colours but in different proportions (see theme pages for details).

'Navy'
Hex: #151735
RGB: rgb(21, 23, 53)
CMYK: C60 M57 Y0 K79
(C100 M93.01 Y42.33 K67.55)

'Yellow'
Hex: #F2DE1B
RGB: rgb(242, 222, 27)
CMYK: C0 M8 Y89 K5
(C7.73 M6.41 Y91.12 K0)

'Mid-blue'
Hex: #123F8B
RGB: rgb(18, 63, 139)
CMYK: C87 M55 Y0 K45
(C100 M81 Y7 K2)

'Orange'
Hex: #F6A318
RGB: rgb(246, 163, 24)
CMYK: C0 M34 Y90 K4
(C0.34 M42.15 Y93.25 K0)

'Cyan'
Hex: #90CCD6
RGB: rgb(144, 204, 214)
CMYK: C33 M5 Y0 K16
(C47.14 M3.02 Y17.08 K0)

'Pink'
Hex: #E4147E
RGB: rgb(228, 20, 126)
CMYK: C0 M91 Y45 K11
(C1.64 M95.59 Y5.94 K0.01)

CMYK values in brackets are exact values in Adobe Illustrator/InDesign

These three additional accent colours should only be used in limited scenarios and are not part of the main colour palette.

'Purple'
Hex: #762272
RGB: rgb(118, 34, 114)
CMYK: C0 M71 Y3 K54
(C64.28 M100 Y15.82 K5.61)

'Red'
Hex: #e62b27
RGB: rgb(230, 43, 39)
CMYK: C0 M81 Y83 K10
(C0.02 M90.79 Y86.85 K0)

'Deep orange'
Hex: #eb6b10
RGB: rgb(235, 107, 16)
CMYK: C0 M54 Y93 K8
(C1.07 M68.15 Y97.45 K0.02)

CMYK values in brackets are exact values in Adobe Illustrator/InDesign